Inside Seequa

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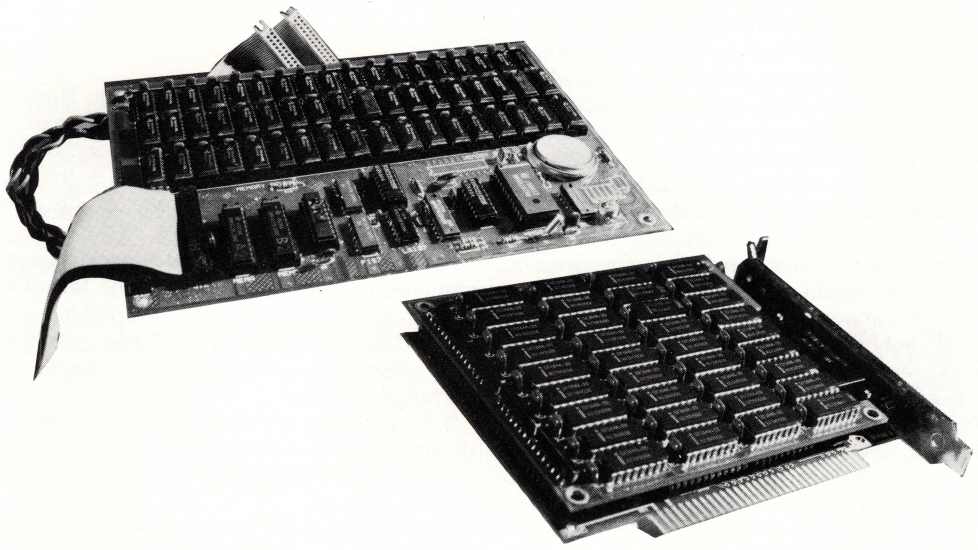


Two of Seequa's four new products are shown above. On left, the Chameleon RAM Plus Card. On right, the Short Stuff RAM Card.

Seequa Unveils Four New Products

Seequa has unveiled four exciting new products that will enhance the company's position as the microcomputer industry's leader in price and performance.

The four new products include:

- the Color Chameleon, the world's first IBM and CP/M-compatible portable microcomputer with a built-in, nine-inch color monitor
- Seequa Exec, a revolutionary new utility software that's "system smart" to make it easier than ever before to use a computer
- The Chameleon RAM Plus Card, which enables end users to add up to 384K RAM and a real time clock to all Seequa portables
- The Short Stuff RAM Card, which enables end users to add up to 384K RAM and a printer port to Seequa desktop microcomputers and to all IBM and IBM-compatibles with expansion slots.

The Short Stuff cards are perfect for use in all compatibles, even the new IBM Portable PC, because of the short size of the card.

With the addition of these four new products, Seequa now boasts a product line that includes six IBM and CP/M-compatible microcomputers, plus peripherals and software.

The six IBM and CP/M-compatible microcomputers include: Portables: Chameleon, Chameleon Plus, Seequa 325 and Color Chameleon and, Desktops: Seequa PC and Seequa XT.

"The addition of these new products means that Seequa is now a company that offers a full range of computers and computer-related products," said Seequa Vice-President of Marketing James Hoffman.

(Continued on page 4)

Seequa Night

Hot dogs, ice cold beer, dazzling fireworks and the World Champion Baltimore Orioles versus the talented Toronto Blue Jays. That's the lineup for the first ever "Seequa Night" at Baltimore's Memorial stadium on Friday, Aug. 3 at 8:05 p.m.

More than 100 Seequa employees, their families and friends have signed up to participate in the event. After the game, the crowd will be treated to the "WFBR Fireworks Salute to the Orioles."

Seequa's contingent will depart from the company at 6:30 p.m. and return immediately after the fireworks via round-trip bus transportation.

Lights, Camera . . . Action!

The synthesized keyboard music begins to fade out. Seconds later, Seequa President David M. Gardner appears on the screen, discussing the company's background. Employees are then shown developing, producing and shipping Seequa computers.

A Hollywood movie production? A scene from a television news program?

Not quite.

Actually, the videotape is a six-minute produc-

(Continued on page 2)

Seequa Scores Comdex Success

Seequa was represented in outstanding fashion at the Computer Dealers Exposition (COMDEX), a major national convention held May 22-25 at the Georgia World Congress Center in Atlanta.

Seequa's exhibit, dealer reception and press conference all were very successful, according to James Hoffman, Seequa Vice-President of Marketing. "We were really pleased by what we accomplished at Comdex. The show clearly established that Seequa is a strong company with a growing and exciting product line," Mr. Hoffman said.

Mr. Hoffman praised the Seequa employees who "went the extra mile" to help prepare for Comdex. (see related story, page 1). "These employees deserve the highest praise. They worked long hours to get the task done," he said.

Comdex Report

Several employees from Seequa's marketing and sales staff worked at the company's booth during Comdex. The employees handled questions from thousands of prospective and current dealers, customers, onlookers and media representatives who visited Seequa's 20-foot by 30-foot booth.

One of the highlights of the week was Seequa's dealer reception on May 23 at the Hyatt Regency in Atlanta. The reception, which was attended by more than 500 persons, gave Seequa an opportunity to meet informally with current and prospective dealers.

The guests were entertained by internationally-known illusionist Wayne Alan, who delighted the crowd by performing slight-of-hand card tricks and other feats of magic. Mr. Alan also entertained visitors to Seequa's booth during Comdex week.

Mary K. Altmann, Seequa's Dealer Support Manager, said the reception was "excellent. It provided us an opportunity to meet in a relaxed, informal atmosphere with our dealers. These kind of receptions help build positive relationships between us and our dealer network," she said.

The other major highlight of Comdex was Seequa's press conference on May 24 at the Congress Center. More than 20 members of the news media attended the press conference, which featured Seequa's new products and remarks by Seequa President David M. Gardner and by Mr. Hoffman.

Seequa Salutes Employees for Going "Extra Mile"

Dedication, diligence and enthusiasm.

These three words aptly describe the behind-the-scenes effort by Seequa employees during the days and weeks leading up to Comdex.

The employees worked long hours putting the finishing touches on new Seequa products or making final preparations for Comdex/Spring '84.

"All our employees who were associated with Comdex are to be congratulated. They did a super job putting together what turned out to be an extremely successful show for Seequa," said company chairman David W. Egli.

The Technical Writing Department, for example, did a tremendous job completing the Seequa Exec manual and the Exec Help Program. The department consists of Phil Falcone, Technical Writing Supervisor, Barbara Popofsky and Tom Wood.

"The work we put into the Seequa Exec manual and the Help Program was definitely worth the effort. I think Seequa Exec is one of the best things to come along in the whole software industry to date. We're very proud to be a part of it," said Mr. Falcone.

Another department that worked hard preparing for Comdex was research and Development. "Everyone in the department did a great job. We couldn't have done it without them," said Dave Jenkins, Vice-President of R&D.

Mr. Jenkins cited the work of John Campbell, Mary Duffy and Jim Petticord. The three employees worked long hours – sometimes around the clock – to finish important projects for the computer show.

Don Ice of Industrial Design and John Harrison, Director of Materials and Purchasing and John Farnan of Manufacturing also burned the midnight oil completing work on the new Color Chameleon. (see story on new products).

The Color Chameleon, the world's first IBM and CP/M-compatible portable microcomputer with a built-in color monitor, drew many enthusiastic comments at Comdex – a tribute to the excellent work by Mssrs. Ice, Harrison, and Farnan.

The Software Department, under the direction of Bob DePelteau, also "went the extra mile" to complete important projects. Rex Conn and Jerry Crosson both devoted extra hours getting projects ready.

Finally, Leslie Lammens of Advertising and Public Relations worked behind-the-scenes by helping oversee the construction of Seequa's 20-foot-by-30-foot booth. Ms. Lammens also helped organize travel and press relations.

"We could not have been as successful as we were without the fine work of these employees. They truly exemplified the meaning of the word teamwork," concluded Mr. Egli.

The Technical Writing Department (Barbara Popofsky, left; Tom Wood, center; and Phil Falcone, right) spent long hours on Seequa Exec and other projects.

Lights, Camera . . . Action

(Continued From Page 1)

tion about Seequa and its products. The Maryland Department of Economic and Community Development (DECD) produced the videotape as part of a state-funded program for new companies. Dave Peeler, an employee of DECD, did the camera-work and editing which was completed May 22.

The main purpose of the videotape is to inform new employees of Seequa. "We believe it is important for a new employee to have as much information as possible about Seequa. We want new employees to know that they are part of a dynamic, growing company," said Rob Fuggetta, Director of Advertising and Public Relations.

Narration was done by Seequa's own Tony DiGirolamo of the Software Packaging Department. The narrative gives a product description of the Chameleon, Chameleon Plus and the Seequa XT. "High-tech" music in the background adds character and an upbeat touch throughout.

The videotape had a "Hollywood preview" at the dealer reception on May 23 during Comdex in Atlanta, Georgia. Dealers crowded around the television set to watch the tape and many positive comments were made about its quality, style and music.

Inside Look

Tech Support to the Rescue

Charlie Walker, owner of the Micro Store in suburban Atlanta, was faced with a dilemma a few weeks ago. He discovered a minor problem with his Seequa XT evaluation unit – the day before his presentation to one of his best customers. What was he going to do?

He called Seequa's Technical Support department and explained the problem. The Technical Support team quickly diagnosed the problem and shipped the necessary parts to Charlie overnight. The presentation went smoothly, thanks to Technical Support.

"I have always found the Technical Support department to be very helpful," said Mr. Walker. "They diagnose your problem and help you correct it."

"The success of the Technical Support department is due to the fact that we work as a unit. Each of us has a specific area of expertise," said Al Christianson, Technical Support Manager. "Dealers experiencing problems with their computers call us for help. We explain procedures over the phone that will help correct the problem." The Technical Support department also ships parts to dealers if the problem stems from faulty equipment.

"I am very proud of my department. I now have the most dedicated and hardest working bunch of guys that I have ever seen. They have even spent entire nights here working on a problem," added Mr. Christianson.

The Technical Support department is comprised of Phil Misey, Assistant Technical Support Manager; Bill Mullauer; Jeff Guy; Tim Larkin; and Bill Kearney.

In addition to helping Seequa's dealers, Technical Support is also responsible for the distribution and care of evaluation units sent to the media for review as well as maintaining the systems used by Seequa employees.

Al Christianson

Q. How do I process a health claim for hospital benefits?

A. In order to receive hospital benefits, complete the employee section of the claim form – available at the Personnel department – and take it with you when you or your insured dependent goes to the hospital. Give the form to the Admission clerk along with your Prudential card. The claim form should be attached to the hospital bill and submitted to the claim office at the hospital.

Q. What do I need to know about processing a dental claim?

A. Complete items number 1 through 15 on the dental claim form. Be sure to sign at block 15(b). Give the claim form to your dentist to fill in the rest of the information. The dental claim form may be sent by either you or your dentist to:

The Prudential Insurance Company of America
Group Dental Claim Division South
Ft. Washington, Pennsylvania 19034

Employee Interface

Q. What is the procedure for educational reimbursement?

A. Seequa encourages employees to continue their education and the company has established an educational reimbursement plan for courses directly relating to their position. There are several requirements in order for Seequa employees to receive educational reimbursement. The course must be directly related to your position and the new employee 90 day probation period must be completed before signing up for the coruse. The course must be taken at a source which the company approves of, an accredited college or university, and you must receive a grade of "B" or higher for the course.

If you are interested in educational reimbursement, you must fill out the educational tuition assistance application before signing up for the course and present it to your supervisor for authorization. The application must be approved by the immediate supervisor and the department head, who will forward it to the Personnel department for authorization.

Within 30 days after completing the course, receipts for tuition and an official statement of grades received should be submitted to the Personnel department. Reimbursement of 100% will be paid to you for the tuition of the course.

Duffy: R&D 'Whiz Kid'

Each edition of Inside Seequa spotlights an employee who has shown special dedication, enthusiasm and performance. Department supervisors select the person.

Mary Duffy

While in Production and Assembly at Seequa, Mary Duffy came close to setting a record, programming thousands of programmable array logics (PALS), the chips that provide unique functions to Seequa's products. She also spent 12 and 18 hour days working on projects for Seequa to bring to Comdex in Atlanta, Georgia in May.

This is an example of Mary's determination, hard work, and dedication she has shown since joining Seequa in January 1983. Mary joined the Research and Development Department in February 1984.

Seequa Spotlight

"The job requires extensive learning. Mary is highly motivated, hard working and learns quickly. She is an ideal person," said her supervisor Dave Jenkins.

Mary designs the artwork for the printed-circuit boards which form the basis of Seequa products. Mary is able to use her creativity working on the PC boards in Research and Development, which is one aspect of the job she really enjoys.

"This job is very creative and a challenge. I'm learning all the time," said Mary.

Before Comdex, Mary worked 12 and 18 hour days finishing up the new add on memory cards which can be installed into the Seequa XT and Seequa PC allowing expanded memory and printer capabilities.

Mary plans to return to college and take electronics courses that will relate to the work she does in Research and Development. Right now, she has three children who keep her busy in her spare time.

Her hobbies and interests include the outdoors and all types of music. Mary has been knicknamed "happy feet" by fellow employees – referring to her love of dancing. She lives in Arden on the Severn.

Buyline, Etc.

FOR SALE

1973 Honda CB 350/Four Motorcycle. Only 10K miles. Looks and Runs good. $550. Call extension 220.

White wedding gown, veil & slip, size 10-12. Excellent condition. Worn once. $175. Call extension 220.

1976 Plymouth Arrow. Nice fix-up car. $600 or best offer. Call extension 221.

NEW EMPLOYEES

Thomas Wood, Assistant Technical Writer
Barbara Popofsky, Assistant Technical Writer
Leslie Lammens, Advertising and Public Relations Assistant
Nancy Miller, Advertising and Public Relations Assistant
Kevin Roberts, Customer Support Representative
Suzanne Baker, Mail Clerk
John Rosenberger, Software Programmer
Fred Nicklas, Jr., DBMA Programmer
Marie Ruddell, Purchasing Secretary

BIRTHDAYS

June:
David Egli, 6/23
David Gardner, 6/26
Robert Fuggetta, 6/29
James Hoffman, 6/26
Gail Gardner, 6/17
Erlinda Cabanez, 6/30
Pamela Lunsford, 6/11
Grigory Vyaltsev, 6/4
Theresa Dowty, 6/28

July:
Suzanne Baker, 7/14
Kenneth Hardesty, 7/12
Haroon Wardak, 7/15
Phyllis Kisser, 7/16
Susan Goodnite, 7/2
John Stansbury, 7/30
Samuel Glorioso, 7/28
Anthony DiGirolamo, 7/29
Darrel Ziemer, 7/24
Barbara Popofsky, 7/9
Kevin Roberts, 7/24
Nancy Curry, 7/13
Gregory Seidl, 7/19
Sue Christensen, 7/24
Timothy Larkin, 7/18
Thomas Gillespie, 7/8
Diane Brown, 7/1
Stephen Fricker, 7/23

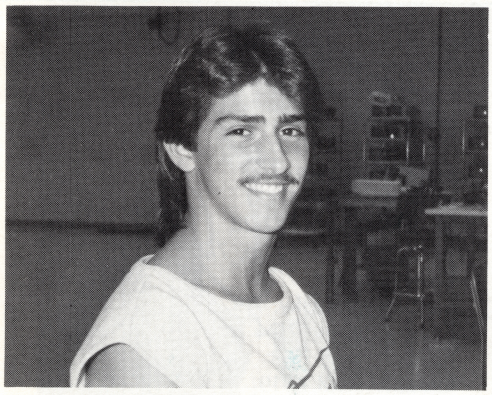
August:
Barry Zeid, 8/12
Kenneth White, 8/14
Charles Anderson, 8/13
Carle Johnson, 8/4
John Farnan, 8/16
Kathleen Frey, 8/1
Kit McKinney, 8/25
Tuan Tran, 8/12
James Cochran, 8/7
Bill Mullauer, 8/16
Mary Thompson, 8/15

Candid Camera

Inside Seequa asks:

"How Do You Enjoy Yourself During the Summer?"

Susan Gingerich, Marketing
I'm taking the Girl Scouts to the beach one weekend and to an Orioles game. I like to go to the beach and visit friends and swim.



Sam Gloriosa, Production and Assembly
I want to go to the beach, do lots of dancing and swimming.

Jeanne Ringenbach – Personnel Dept.
I like to get up early in the morning and walk into Annapolis. I buy a croissant for breakfast at Dockside and I sit out by the water and relax. I also like to water ski.

In Brief . . .

Gardner Gets Award

Gail Gardner, Seequa's Personnel Director, has been voted Woman of the Year by the Maryland Capital Chapter of the American Business Women's Association. The ABWA is a national organization that promotes business and educational activities for businesswomen.

"I was very honored to receive the award and I really take pride in the club for their scholarship and educational activities for women," said Ms. Gardner. She has been a member of the ABWA for four years and has become extremely active in the group.

Egli Gives Speech

Seequa Chairman of the Board David W. Egli was the featured speaker at the monthly meeting of the IIT Research Institute Personal Computer Club on Wed., May 2.

Mr. Egli's remarks covered Seequa's background as one of the first manufacturers of IBM-compatible manufacturers and its position as the industry's price/performance leader.

He also demonstrated Seequa's new utility software – Seequa Exec – and other products for the 75 IITRI employees who attended the meeting. IITRI researches and develops electronic equipment for the U.S. Defense Department.

Artist Sought

The Advertising and Public Relations department is interesting in including a comic strip about computers in future issues of "Inside Seequa."

If you have artistic abilities and are interested in working with us on this project, please stop by our office or give us a call at Extension 350.

Media Views

Seequa continues to receive rave reviews in the news media.

Henry Kisor of The Chicago Sun-Times said the Chameleon "runs as smoothly and reliably as any IBM or IBM-compatible I've tested."

Peter McWilliams, a national-syndicated columnist, praised the Chameleon's design, calling it "stylish looking."

Richard Shoemaker, writing in the July 1984 edition of Life Insurance Selling, said the Chameleon was a "reliable and efficient machine."

Said Mr. Shoemaker: "I liked it as much as any other PC-compatible and I like the price when compared to what you would have to spend for an IBM. The Chameleon is worth serious consideration."

Company Picnic

Despite early afternoon rainfall, more than 40 Seequa employees, their families and friends enjoyed the first annual Seequa picnic on Sat., July 21.

The picnic was held at the Jessup and Dorsey Recreation Area on Race Road.

The wet conditions didn't dampen spirits for the softball game or for other activities. Participants enjoyed the traditional hot dogs, hamburgers, beer and other goodies throughout the day.

New Products

(Continued From Page 1)

Mr. Hoffman noted that Seequa is the only company to currently offer a 384K RAM card that fits into the new IBM PC Portable.

"Many of the more sophisticated applications software programs, such as Lotus Development Corp.'s new Symphony or Ashton-Tate's Framework, require more user memory than the standard amount that comes with portable computers. Seequa's Short Stuff RAM Card is the perfect answer to that problem," he explained.

Here's a thumbnail sketch of two of Seequa's other new products, the Color Chameleon and the Seequa Exec:

Color Chameleon: The world's first IBM and CP/M-compatible microcomputer with a built-in, color monitor, the Color Chamelon comes with dual processors (the 8088 and the Z80); two, five-and-one-quarter-inch disk drives storing 320/360K; 384K RAM; 16K ROM; a real time clock; one serial port and one parallel port; a 9-inch screen; enhanced IBM-style keyboard, color and black-and-white graphics.

The Color Chameleon also comes with $2,200 worth of standard software including WordStar, the world's most popular word processing system; SuperCalc 3, a powerful new integrated spreadsheet and graphics program; the popular Perfect Writer and Perfect Calc, MS-DOS, GW BASIC and C Term Communications.

Retail price for the Color Chameleon, which will be shipped in the fall of 1984, is $3,595.

Seequa Exec: A revolutionary new utility software, Seequa Exec makes it easier than ever before to use a computer. It allows the user to actually bypass the complex disk operating system and instead directly access up to 14 applications – all at the stroke of a single key.

Seequa Exec includes a handy scheduler, a calendar, a calculator, a free-form memo pad, a real time clock, and countless other features. It will be included as part of the standard software on the Seequa XT and also sold separately at retail stores for $195.

"Seequa Exec is simple and easy-to-use, yet contains enough 'bells and whistles' to make it a useful product for advanced computer users as well," concluded Mr. Hoffman.

Looking ahead to Fall 1984, Mr. Hoffman said Seequa is planning to introduce new products that will "further enhance our position as the industry's price/performance leader."

He said the new products will "add to Seequa's reputation for offering innovation, quality and value."

Inside Seequa

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